



# **BOGNOR REGIS TOWN COUNCIL**

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## **MINUTES OF THE MEETING OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE**

**HELD ON MONDAY 15<sup>TH</sup> DECEMBER 2014**

**PRESENT:** Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, P. Dillon, and R. Nash

**IN ATTENDANCE:** Mrs. S. Holmes (Head of Street Scene and Leisure Services)  
Mrs. L. Gill (Committee Clerk)

*The Meeting opened at 6.31 p.m.*

### **45. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE**

The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs. E. Anderson, P. Wells and Mrs. J. Warr

### **46. DECLARATIONS OF INTEREST**

Members and Officers were reminded to make any declarations of Disclosable Pecuniary and/or Ordinary interests that they may have in relation to items on this Agenda

Members and Officers should declare an interest by stating:-

- a) The item they have an interest in
- b) Whether it is an Ordinary interest and the nature of the interest
- c) Whether it is also a Disclosable Pecuniary interest

They then need to re-declare their interest and the nature of the interest at the commencement of the item or when the interest becomes apparent. They should request that it be recorded in the Minutes that they will leave the meeting and will neither take part in discussion, nor vote on the item.

In accordance with good practice, individual forms were available to those Councillors present in order that they could personally record their interests - both Disclosable Pecuniary and Ordinary. These forms should be returned to the Committee Clerk at the end of the meeting to enable all declarations of interest to be accurately recorded in the Minutes. Members were reminded that it is their responsibility to notify the Monitoring Officer of all Disclosable Pecuniary Interests, not already recorded on their Register of Interests Form, within 28 days.

*There were no declarations of interest made at this point of the Meeting.*

### **47. TO APPROVE THE MINUTES OF THE MEETING HELD ON 13TH OCTOBER 2014 AND THE EXTRAORDINARY MEETING HELD ON 26TH NOVEMBER 2014**

The Minutes of the Meeting held on Monday 13<sup>th</sup> October and the Extraordinary Meeting held on 26<sup>th</sup> November 2014 were **AGREED** as accurate records and were signed by the presiding Chairman.

### **48. ADJOURNMENT FOR PUBLIC QUESTION TIME**

*6.33 p.m. At this point the Meeting was adjourned to allow members of the public to speak.*

A member of the public informed Members that there was a number of street lights out on the seafront and in the town. He also said the quality of light on the seafront was very dim.

*6.35 p.m. the Meeting was reconvened.*

**49. MATTERS ARISING FROM THE MINUTES WHICH ARE NOT SEPARATE AGENDA ITEMS**

**49.1 13<sup>th</sup> October. Min. 31.1. Banner sites in the town centre**

The Head of Street Scene and Leisure Services reported that there would be 5 lamp posts available for the Town Council. These are double armed, so would give 10 double sided banner sites Further spaces can negotiated with the Town Centre Manager if required.

**49.2 13<sup>th</sup> October. Min. 31.2. Touch Screen information panel at the VIC**

A Member reported that he had been introduced to the new ADC Tourism Assistant and was hopeful that they would have the resources now to improve the tourism information service in Bognor Regis.

**49.3 13<sup>th</sup> October. Min. 31.3. The future of Bognor Regis Carnival**

A Member enquired whether any Press Release had been issued regarding the Carnival. The Head of Street Scene and Leisure Services responded that until Full Council had agreed the grant funding this would not be appropriate.

**50. UPDATE ON PROPOSALS FOR EVENTS IN 2015**

The Head of Street Scene and Leisure Services advised Members that she was waiting for the proposed budgets to be considered by the Policy and Resources Committee and agreed by Council before being able to confirm the planned events for 2015. However, the events team were doing some preliminary work on this in order to be able to proceed as soon as possible after that confirmation. The report was **NOTED**. During discussion about the promotion of events for 2015 a Member reported on his meeting with an Arun Councillor regarding the possibility of utilising the new seating in the pedestrian precinct for advertising space. This could replace the space lost when the Town Council planters were removed before the Public Realm work started. These comments were **NOTED**.

**51. UPDATE ON WIFI IN TOWN CENTRE AND SEAFRONT**

Following discussion at the last Committee meeting on the website and wifi, it had been agreed that a meeting would be arranged to discuss these issues in more detail. This was attended by Members and staff. The Chairman had prepared a report, which he referred to during the meeting.

It had been proposed that the Town Council's contribution should be as sponsorship. This would give the provider the flexibility to find other sponsors and would also mean that the Council had no responsibility for the content and this was the recommendation to the Committee.

It was reported that one of the wifi connections was currently not working, as a power connection had been made to provide electricity for event equipment in the area of the Sun Sculpture. The wifi node will have to remain off until the lights are switched off. Although using the Council's equipment and electricity for the pilot was acceptable, the Head of Street Scene and Leisure Services suggested that if the wifi is to continue then the nodes and power would need to be from a separate source.

A Member suggested that one of the banner sites could be used to promote the wifi and the Head of Street Scene and Leisure Services informed the Committee that it could if the provider supplied the banner as there was no money in the budget for this to be funded by the Council. It was **AGREED** that information on the wifi could be published on the Town Council's Facebook Page and on Twitter.

Following the meeting with Members and staff the Town Council was made aware that another company would be providing free wifi in the town in the New Year. The company are already providing free wifi to Chichester and will be covering Bognor Regis and Midhurst as well.

Following discussion it was **AGREED** that the funding already provided for the wifi would be as sponsorship for 2014-15. This funding had been used to purchase and install the equipment in the London Road precinct. The new administration would make decisions on any further sponsorship funding on this project.

**52. UPDATE ON WEBSITE**

The Head of Street Scene and Leisure Services reported that the website was performing well. Any issues which had been advised by the feedback group and by users had been reviewed and, where possible, resolved. The report was **NOTED**. A Member asked why the Neighbourhood Plan response form was not an online form. The Head of Street Scene and Leisure Services will investigate this.

**53. CONSIDERATION OF ALLOCATION OF TOWN FORCE TIME FOR TOWN EVENTS**

*Cllr. R. Nash declared an Ordinary Interest in the allocation of Town Force hours as Chairman of the Southdowns Folk Festival Committee.*

The Committee reviewed the Town Force hours previously allocated to events in 2014 and considered hours for 2015, recommended by the Head of Street Scene & Leisure Services. With the addition of 5 extra hours for the Southdowns Folk Festival, it was **RESOLVED** to **ACCEPT** the recommendation for Town Force support for 2015 events, totalling 401 hours (amended table appended to file copy of the Minutes).

**54. CONSIDERATION OF A STRATEGY FOR PROMOTION OF THE TOWN**

The report from the Head of Street Scene and Leisure Services regarding the proposed marketing strategy was discussed. Members **AGREED** the strategy in the report (appended to file copy of the Minutes) and in addition suggested that some promotional videos on YouTube regarding the town and events would help promote the town.

A Councillor recommended that events next year which are promoted on Facebook could be “boosted” by a one off payment which will target the post to a wider audience to promote it.

**55. REPORT ON MEETING WITH ARUN AND COUNTY COUNCIL REGARDING EVENT ADVERTISING ON THE HIGHWAY**

*Cllr. J. Brooks declared an Ordinary Interest in digital displays as his company provides these.*

Following issues that arose from roadside advertising for a local event earlier in the year, ADC called a meeting to discuss the issue of advertising on the highway. The meeting was attended by representatives from ADC, WSCC, the Folk Festival, ROX and the Head of Street Scene and Leisure Services.

The issue has been discussed on several occasions before. It was felt that roadside advertising was one of the most effective ways to promote an event. A meeting had been held previously with senior Arun staff and ROX to try and reach an agreement on the issue.

The County Council position on this is clear – they are not able to licence road side advertising. They do have a number of barrier sites where event organisers can obtain a licence to put banners. They are willing to look to see if the number of existing sites (4 in Bognor Regis) can be increased. They also acknowledged that due to lack of resources, they do not always act on roadside signs, unless they are in a dangerous place or they receive a complaint about them.

The issue of lamp post banners was discussed. It was suggested that either additional banners could be provided on the outskirts of the town, giving more banners overall, or that the existing sites could be replaced by new ones in other areas. This will be dependent on cost. Currently Arun and the Town Council contribute to the cost of the event banners that are put up. Arun also have some sites where event banners can be put up on Arun land.

The possibility of installing permanent, digital signs around the county was also discussed. However, it was recognised that this would be a long-term project. A Councillor had previously offered some digital signs to the Council and said these were still available if they were suitable. The Head of Street Scene and Leisure Services will take the details of these and enquire whether WSCC would be interested though there is currently no available budget for the Town Council to take up this offer.

Following the meeting it was noted that the County Council would consider licensing additional barrier sites and Arun, with the Town Council, will look at the issue of existing/new lamp post banners. The report was **NOTED**.

**56. TO NOTE CORRESPONDENCE**

The Committee **NOTED** the correspondence (Appended to File Copy of the Minutes) including the following additional items:

- 56.1** Coach Drivers Monthly - December 2014
- 56.2** One Stop Promotions Christmas Offers
- 56.3** Baker Ross - The ideas Shop - Christmas 2014
- 56.4** Happy Christmas from Take One Media

The Head of Street Scene and Leisure Services drew Members attention to a further piece of additional correspondence from Streetlife.com, an email about their social networking site - Can you help build better connected communities? This was seen as a good local communication medium and information about it will be posted on the Council's website. The Council will also join this local social network to aid communication with residents.

**57. DATE OF NEXT MEETING MONDAY 16TH FEBRUARY 2015**

The date of the next meeting was **NOTED**

*The Meeting closed at 8.01 p.m.*

**GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY**  
**COMMITTEE MEETING 15<sup>TH</sup> DECEMBER 2014**

1. Cloudhopper Gallery - Christmas exhibitions and opening
2. Circus Malabaristas - Haunting Halloween Acts
3. Hampshire Flag Company - email limited time offer on mini sail banners
4. Trade Lanyards - quality lanyards for your business
5. Strong Lady Productions - LEAP for 2015
6. Coach Monthly November 2014
7. Best of Britain and Ireland 11-12 March 2015 information on exhibiting
8. Baker Ross Winter 2014 - the Idea Shop
9. LPTent - email re semi-permanent Gazebos for sale
10. Coden events letter of bespoke services gazebos, marquees and associated equipment
11. Cloudhopper Gallery flyer with events in the next two months
12. Take One Media - Tourism Information Insight: tourism marketing done really well
13. Paul Inskip - email re The Magic of Christmas 2014 Grotto and photo package
14. Historical Promotions - Historical and Cultural Entertainment 2015
15. Hampshire Flag Company - last few days for mini sail banner offer
16. Email from Rox via Arun District Council regarding the Rox Halloween events success
17. Hampshire Flags - email information on Christmas flags
18. Thames TV - email regarding Britain's Got Talent coming to Bognor Regis for auditions
19. The Star Men - email re 70s Glam act
20. Sand in Your Eye - A season of sand art
21. i2i Marketing - Bringing an experience to Bognor in 2015
22. Historical Promotions - Magna Carta 800<sup>th</sup> Anniversary and Waterloo 200 Entertainment 2015

Appendix 1

Town Force Hours  
Suggested Allocation for 2015 events

ORGANISATION	Event	2014		2015 Suggested hours	
		TC events	Others	TC events	Others
Events run by TC or major events usually supported by Town Force Time					
Rotary Club	10K Road Race		20		20
BRTC	Proms in the Park	30		30	
Carnival Association	Carnival	50			60
AFD Comm / BRTC	AFD	20		25	
Birdman Comm	Birdman		50		50
BRTC	A Drive Through Time	30		50	
ROX	ROX		70		70
Hotham Park Trust	Hotham Park Country Fair		60		60
BRTC	Funshine Days (20 week days)	80		60	
Seafront Lights	Illuminated Gala		4		2
Bognor CAN	Town Show		20		10
Southdowns Folk Festival Comm	Folk Festival		52		45
BRTC	Remembrance Day	12		22	
BRTC	Switch on event	30		36	
Hotham Park Trust	Carol Concert		30		34
BRTC	Day in the park			24	
Other events who wish Town Force or equipment support					
50 hours unallocated (for use at town centre events, Rox University student event, etc)					50
<b>Total hours allocated</b>		<b>252</b>	<b>306</b>	<b>247</b>	<b>401</b>

## Appendix 2

### MARKETING AND PROMOTION STRATEGY BOGNOR REGIS

The events team have given a great deal of consideration to how we market and promote both the town and our own events. Since the new website, we have been able to be much more proactive, especially with our use of Facebook. This is an instant way of engaging people 'now'. We are therefore able to gauge how well our information is being received.

We are constantly refining how we engage, including simple competitions (win a plastic duck) to increase our Facebook engagement.

We have looked at the headings below in our planning.

### SOCIAL MEDIA

#### Facebook

A 'Hook' – The use of a hook with which to capture the public's imagination is imperative. Since the implementation of the 'Follow the Ducks' on Facebook and Twitter we have gone from 300 likes to over 1200 in 6 months. The ducks are now 'followed'; they have travelled from Bulgaria to Bath (courtesy of staff and friends on their travels) and will continue to do so. People associate the Ducks with Bognor Regis now and they will be out and about at events in the summer. People when looking to find us on Facebook and Twitter look for the ducks! Fluidity between the Facebook and Twitter account is also imperative...the ducks must run hand in hand with each outlet of social media....consistency is key.

We are averaging 100 likes a month and this will be a goal to continue; with 1200 followers one post can get over 7000 views!! Imagine what we can do if we reach 2000 followers!!! It is crucial to engage the people of Bognor in the way that they react to. Our experience shows that they love pictures of the town; the 'feel good factor'; posting positive upbeat images of the town and making people feel good about it! Using small posts is best and not flooding their newsfeed. Something every other day is ample; more than this and people may well unlike if we repeatedly fill their newsfeed. Once the audience is caught, it is important to keep them. Ask them what they want!!? This is a simple way to keep them.....they enjoy being part of what goes on, and by asking them for their voice it will make them feel more of a part of it.

**Goal** : 100 minimum followers per month – and to continue engagement. We are following other towns, in the area or other seaside towns, see below. We can compare the number of posts that we make compared to them, and also the level of engagement. As can be seen from the table, our engagement figures are much greater than the other towns.



### **PUBLICATIONS – LOCAL**

There are a number of publications printed locally that we can utilise to promote events and activities in the town – Sussex View, Felpham in Focus, etc. We also send out information to the newspaper in the surrounding areas – Worthing Herald, the Argus, Sussex County Times etc. Press releases are sent out for all of our events. We do need to do more to publicise good news stories about other aspects of the Council's work and this is something that we will be working on.

### **PUBLICATIONS – NATIONAL**

Magazines such as Coast and Sussex Life will take details about our events but it does depend on what other events are taking place (eg if it is a large, high profile event). Sending a photograph to go with the information is more likely to achieve publication.

It would also be our aim to produce some general articles about the town, which can be sent to some of the national magazines. Again, these need to have a 'hook' of some kind, and photographs.

**Goal** : To achieve at least one article about Bognor Regis within one publication per month.

### **PARTNERSHIPS**

We need to explore the possibility of working with other Authorities and event's organisers, both locally and further afield, to see if we can join forces to mount a PR & Marketing campaign to promote to a wider field and to cut costs. We could perhaps have a presence at other town's events (format would be dependable on type of event) and to make other towns aware of what we do. Word of mouth is still one of the most viable for promotion.

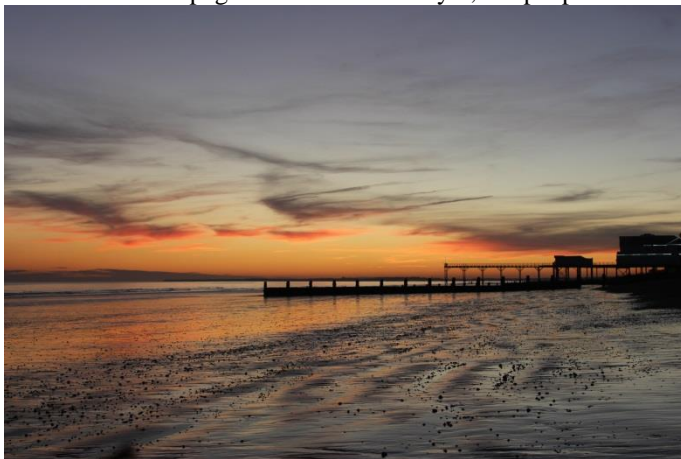
We will also work more with local partners, to improve events, cut costs and reduce advertising costs. Possible local partnerships could include – Bognorphenia, Rox Music and Arts, Town Centre Management, Bognor CAN, Aldingbourne Trust and Skate the Base.

Larger partners, such as: The Marine Conservation Society; Pledge4 plastics; Surfers Against Sewage; West Sussex Recycling; Wave Project; and RSPB. By working with some of these partners on events (such as our Funshine Days and Day in the Park) it will enable us to be promoted through their sites and Facebook pages, expanding our audience further and with bigger names.

### **FEEDBACK TO MOVE FORWARD**

Implement a 'where did you hear about us' section on all entry forms to events etc. This will enable us to see what media is working best for us as a town and which most people use. We can then refine our strategy accordingly.

The purchase of a camera has enabled us to develop our own library of photographs and these are a very effective way of engaging people. The recent photograph of the sunset taken by Kirsten (see below) was posted on our Facebook page and was viewed by 4,500 people.



The events team will continue to work to develop the various strands of our promotion and marketing activities. We are currently looking at the tourism sites that we need to be linked to and also the words that we use on our website, to improve our ranking on search engines.